

Appl. No. 09/991,503
Amdt. dated September 27, 2004
Reply to Office Action of March 26, 2004
Confirmation No. 9964

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1-40. (Canceled)

41. (Currently Amended) A computerized incentive system for awarding credits to persons who book travel-related reservations, the system comprising:

- (a) a computerized reservation system connected to a network;
- (b) an interface device connected to the network and configured so that a user of the interface device has access to the computerized reservation system;
- ~~(b)~~ (c) a reservation facility computer system connected to the network and thereby accessible to the user accessing the computerized reservation system, the reservation facility computer system configured so that the user may book a travel-related reservation; and
- ~~(c)~~ (d) an award system connected to the network, the award system being configured to receive data concerning the travel-related reservation, wherein the award system assigns credits to a person for whom the travel-related reservation has been booked upon verification that an event relating to the travel-related reservation has occurred.

42. (Previously Presented) The award system of claim 41 wherein the data concerning the travel-related reservation includes a code identifying the person for whom the travel related reservation is booked.

43. (Previously Presented) The award system of claim 41 further configured to determine the total credits previously awarded to the person for whom the travel related reservation is booked and add the credits assigned to the credits previously awarded thereby creating a cumulative credit total that is stored in the award system.

44. (Previously Presented) The award system of claim 41 wherein the event occurrence to be verified is the fulfillment of the travel-related reservation.

45. (Previously Presented) The award system of claim 44 wherein the fulfillment of the travel-related reservation is accomplished by a stay in and check-out of the facility for which the travel-related reservation had been booked.

46. (Previously Presented) The award system of claim 45 wherein the fulfillment of the reservation is performed by the person for whom the travel-related reservation has been booked.

47. (Previously Presented) A computer implemented method of awarding credits to persons who book travel-related reservations, the method comprising:

- (a) transmitting travel-related reservation information from a user via an interface device connected to a network to a computerized reservation system connected to the network;
- (b) communicating the travel-related reservation information to a reservation facility computer system connected to the network; and
- (c) communicating the travel-related reservation information to an awards system, wherein the awards system processes the travel-related reservation information and awards

credits to persons for whom the travel-related reservation have been booked upon the awards system verifying that an event relating to the travel-related reservation booked has occurred.

48. (Previously Presented) The computer implemented method of claim 47 wherein the act of processing the travel related reservation information includes processing of data representing the revenue generated from the travel-related reservation and calculating credits to be awarded based on the revenue generated from the travel-related reservation.

49. (Previously Presented) The computer implemented method of claim 47 wherein the act of processing the travel-related reservation information includes determining the type and length of the travel related reservation and assigning a predetermined number of credits based on the type and length of the travel-related reservation.

50. (Previously Presented) The computer implemented method of claim 47 wherein the data concerning the travel-related reservation includes a code identifying the person for whom the travel related reservation is booked.

51. (Previously Presented) The computer implemented method of claim 47 wherein the event occurrence to be verified is the fulfillment of the travel-related reservation.

52. (Previously Presented) The computer implemented method of claim 51 wherein the fulfillment of the travel-related reservation is accomplished by a completed stay in a hotel room by the person for whom the travel-related reservation has been made.

53. (Previously Presented) A computer implemented method of awarding credits to persons completing travel-related purchases, the method comprising:

- (a) transmitting a purchaser identification code and travel-related purchase information via an interface device connected to a network to an award system connected to the network upon the completion of a travel related purchase;
- (b) processing of the travel-related purchase information by the award system to verify that the travel-related purchase is complete and calculate the credits to be assigned to the person completing the travel-related purchase; and
- (c) assigning the calculated credits to the person completing the travel-related purchase, wherein the credits assigned may be exchanged for an award.

54. (Previously Presented) The computer implemented method of claim 53 wherein the interface device is connected to the network via a wireless connection.

55. (Previously Presented) The computer implemented method of claim 53, wherein the act of processing the travel-related purchase information by the award system to calculate the credits to be assigned includes processing the revenue generated from a travel related purchase to determine the credits to be awarded.

56. (Previously Presented) The computer implemented method of claim 53, wherein the act of processing the travel-related purchase information to determine the credits to be assigned includes processing information identifying the type of travel related purchase and the length of the travel related purchase.

57. (Previously Presented) The computer implemented method of claim 53, wherein the act of completing travel-related purchases is a stay in and checkout of a facility at which the travel-related purchase has been made.

58. (Previously Presented) The computer implemented method of claim 53, wherein credits assigned may not be exchanged for an award until the act of verifying that the travel-related purchase is complete has been performed.

59. (Previously Presented) A computerized incentive system for awarding credits to persons who book travel-related reservations, the system comprising:

- (a) an interface device connected to the network;
- (b) a reservation facility computer system connected to the network and configured so that a user of the interface device may access the reservation facility computer system to book a travel-related reservation; and
- (c) an award system connected to the network, the award system being configured to receive data concerning the travel-related reservation, wherein the award system assigns credits to a person for whom the travel-related reservation has been booked, the award system being further configured to verify fulfillment of the travel-related reservation and decrement credits previously assigned to the person for travel-related reservations that are not fulfilled.

60. (Previously Presented) The computerized incentive system of claim 59 including a computerized reservation system connected to a network for communicating travel related reservations to the reservation facility computer system.

61. (Previously Presented) The award system of claim 59 further configured to prevent the use of credits assigned until fulfillment of the travel related reservation booked.

62. (Previously Presented) A computer implemented method of awarding credits to persons who book travel-related reservations, the method comprising:

(a) transmitting travel-related reservation information and purchaser identification information via an interface device connected to a network to an award system connected to the network;

(b) processing of the travel-related reservation information by the award system to calculate the credits to be assigned to the purchaser; and

(c) assigning the calculated credits to the person for whom the travel-related reservation has been booked, wherein the credits assigned may not be exchanged for an award until the award system verifies fulfillment of the travel related reservation.

63. (Previously Presented) The computer implemented method of claim 62, further comprising the act of decrementing the credits assigned upon verification that the travel related reservation will not be fulfilled.